

# Quote

the weekly digest

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## QUESTING WITH

## Quote

It 'pears to us that some of those fast-drawing heroes of the Hollywood Westerns had better head for the cattle country. Back at the ranch the boys are in a peck o' trouble. A new species of mean hombre—the rubber-tired rustler—has put in an appearance. With yearling steers right off the grass selling at from \$135 up, the rustler prospers while the rancher roils.

These modern rustlers enter a pasture at night, load from 2 to 20 animals into a trailer and are on their way in a matter of minutes. Most of the meat is handled by small-scale operators of lockers and deep-freeze establishments. A few amateurs are filling home-freezing units, peddling the extra meat to neighbors.

Things have come to such a pass that the Pikes Peak Cattle-men's Ass'n last month raised its reward for the arrest and conviction of a rustler from \$250 to \$1,000—a sum calculated to interest even a celluloid celebrity. But the ranchers figure they must put up high stakes if they hope to save those steaks.

”

Tho the West yields reluctantly to the force of hooded horse-power, there are, it seems, a sprinkling of rebels who refuse to accept defeat. One such rode his bronc into Topeka last wk, hitched the critter to a parking meter, deposited a

nickel, and blithely went his way.

While such displays of individual non-conformity are heartening, it must be confessed that the spirit of the Old West is everywhere in decline. Out in Woodland, Calif, the other day the Chamber of Commerce urged the City Council to remove hitching posts from the court house square. These posts are a nuisance to motorists who are trying to deposit coins in the parking meters.

”

The *Baltika*, a Soviet passenger ship plying between Leningrad and London, put in at the latter port a fortnight ago.

Our ag't, who chanced to be loitering about the dock for no valid reason, noted and dutifully reported that the vessel now carries passengers in 5 classes—luxury, first, second, third and tourist. He appended a note to the effect that a capitalist ship of comparable size would have not more than 2 classes.

What was that Nickolai Lenin used to say—something to the effect that uneven economic development is an absolute law of capitalism?

”

You can now buy your pet pooch a rug with his (or her) name embroidered thereon. Special offering from the Spring mail-order catalog of Spiegel, Inc, Chicago.

may we QUOTE



you on that?

[1] SHERMAN ADAMS, presidential assistant, after admitting to a House investigating committee that he probably exercised questionable judgment in making a telephone call to Fed'l Trade Commission concerning a case involving his friend, Bernard Goldfine, Boston businessman: "I think there are some lessons we all learn, no matter how far along we get." . . .

[2] Mrs SHERMAN ADAMS, on the subject of her husband's difficulties with political opponents: "I'm sure they are just going to hound him until he has to leave." . . .

[3] ADLAI STEVENSON, in London, beginning a tour of European countries, including Russia: "No, I am not being shipped to Siberia. I plan to go there for some sightseeing, but I hope it's not for keeps." . . .

[4] Marshal TITO, declaring that Yugoslavia will preserve independence against Soviet efforts to make it hew to the Moscow line: "We are not anxious to fight, but we shall fight if it is imposed on us." . . .

[5] ELEANOR ROOSEVELT: "Freedom is a priceless heritage, but it won't be guarded by ignorance. The Russian challenge must be met with courage and imagination to face the world as it is today." . . .

[6] Sen JACOB K JAVITS (R-NY), addressing graduating class at Pace College: "We are on the verge of a new era in American history when the 19th Century admonition, 'Go West!' will be replaced by a new call to 'Go world, young man and woman, go

world!' I believe 100,000 young Americans ought to study abroad each yr, instead of the 13,000 that do so today.

And half-a-million, rather than 100,000 American civilians should be employed abroad." . . . [7] DON G MITCHELL, bd chmn, Sylvania

Electric Products, addressing Adv Fed'n of America convention in Dallas: "The company that crawls into a corner in these days of recession may never come out of it. The company that keeps slugging it out will be the 1st to come back."

[8] Dr ROBT F GOHEEN, pres, Princeton Univ, urging graduates to realize the moral aspects of their liberal education: "I would not for a moment be a teacher of you men if I thought that education had nothing to do with moral power."

[9] DMITRI D SHOSTAKOVICH, Moscow composer, who recently has returned to the good graces of the Communist Party: "We (musicians) need amiable, highly professional and effective criticism, just as we need air." . . .

[10] Pres DWIGHT D EISENHOWER, commenting on the action of physicians who will not permit him to take a Colorado vacation: "I think they are nuts. Because I got sick there one yr, the doctors say I cannot go there this summer."

*Quote*

# moving finger



The "year of recession" is now half spent. It is thus a time to pause, take stock, and determine whither we are trending.

Gross nat'l product—the sum total of all our goods and services—is perhaps the most comprehensive of our indices. It is off about \$20 billion from last yr's peak; now fluctuates around 420. Any figure running well into the billions sounds impressive, even in this inflationary era. But in essence this means that GNP is off only about 5%, indicating a greater degree of stability than most persons realize.

Five percent doesn't look like much of a drop in our total economy. But percentage points can be deceptive. It is heartening to point out that 92 workers in 100 still have jobs and incomes — a good many doing better than last yr. But that doesn't help the 8 who are jobless and can find no employment. Percentagewise that's about where we stand now without taking full acc't of vacation job-

seekers who, in some areas, will find the going pretty rough.

Factors that thus far have kept this recession within manageable range are the generally steady volume of retail sales; the moderate rise in construction; the somewhat improved position of farmers, and some increases in Gov't spending, the full effect of which is not yet apparent.

On the other hand, we have the very disturbing situation in automobiles. Sales are currently at a rate lower than any yr since '52. If we base calculations on the "model year" rather than the calendar, we may have sold fewer units than in any yr (war period excepted) since '40. The '59 models are scheduled for Sept, with the hope that early showings may stimulate sales in the last quarter of the yr.

The other "sad sag" has been a down trend in spending for plant and equipment. No improvement can be expected until there is evidence that demand will absorb the production capacity we now have.

The gen'l feeling is that '59 will bring the 1st substantial signs of recovery.



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## *Quote* the weekly digest

"He who never quotes, is never quoted"

Charles Haddon Spurgeon



### AGE—1

Many of the unpleasant evidences of age—the mouth with turned-down corners, the eyes whose crows'-feet indicate a too-ready frown—can be avoided. They aren't the inevitable by-products of the yrs; rather they result from wrong mental and emotional attitudes. By the simple process of changing our thoughts, much of the outward evidence of advancing age can be avoided.—*Good Business.*

### ART—2

If you want to buy a painting for your home, pick one you like, rather than a work of art that other people say is "good." Whether it is a Rembrandt or a Picasso, you won't enjoy having it in your home if you don't like it.—NANCY OCRANT, Univ of Illinois home-furnishings specialist.

### AUTOMOBILES—3

The automobile is a peculiarly fertile species which reproduces freely and appears to have no natural enemies sufficiently powerful to hold its growth in check. Furthermore its reproduction has the peculiar feature that the offspring is always 6 inches longer, 3 inches wider, 10 percent more powerful and 20 percent shinier than its parent. It will be interesting indeed to note the breeding habits of the automobile 50 yrs hence.—GLENN T SEABORG, *Science Digest.*

### BEHAVIOR—4

The French humorist Pierre Daninos recently remarked that all over the world people will tell you, when first introduced, that they are happy to meet you. But Americans, he says, genuinely appear to mean it. "When we French say 'very happy to meet you,' we might just as well be offering our condolences or saying 'so long.' We never think for a moment of being happy, for we already know enough people as it is. But in the U S it's just the opposite. People there are delighted to get to know you and they seem to have been waiting for this blessed moment for yrs." —CURTIS CATE, "Dale Carnegie and American Diplomacy," *Modern Age*, Spring '58.

" "

Rhetorical questions are first-cousins to those other futile phrases so common in conversational gambits — "If people only would. . ." (do this or refrain from doing that), "If only everybody would . . .," "There ought to be a law. . ." More fruitful is the thinking which reacts with an automatic: "Well, what's my own next best step?"—NORMAN G SHIDLE, editorial, *SAE Jnl.*

*Quote*

# washington

By Les & Liz  
Carpenter



Democratic gubernatorial candidate Pat Brown, of California, related, during a Washington visit, the story of his 1st meeting with Vice Pres Nixon, just a yr ago. When Brown, who was in his 7th yr as Att'y Gen'l, met the Republican Vice President, Nixon remarked, "I've been watching you." To which Brown replied, "If you don't think I've been watching you, you're crazy."

" "

*Sen Alan Bible (D-Nev) recalls that in school his nickname was "New Testament." Now, with advancing yrs he asserts that he should be more appropriately dubbed "Old Testament."*

" "

Mrs Pat Brown, wife of the California gubernatorial candidate now so much in the public eye, told a group of newswomen here of her 1st appearance on television. To her horror, someone asked her what she thought about the right-to-work law which her husband's opponent, Sen Wm F Knowland, was supporting. "You know my husband is the candidate," she replied, making a quick recovery. "He understands all these issues. But if you'd ask me how to bake a banana cake, I could tell you. I know something about that."

*Quote*

## CHILD—Guidance—5

Children already have too many advantages. For instance, they don't have to raise children.—OREN ARNOLD, *Kiwanis Mag.*

## CHRISTIANITY—in Action—6

Men preserve (Christ's teachings) carefully, treasure them sanctimoniously, admire them, and use superlatives in talking, singing, thinking, writing, and praying about them—then virtually exclude them from their workaday affairs. Sam'l McChord Crothers compares our professions as Christians to a polished brass poker beside the fireplace in the living room. It makes a good appearance, but when we want to stir the fire we reach around somewhere out of sight and bring out a dirty, crooked iron poker and use that. The polished brass poker is for looks, the dirty poker for use.—DR WALLACE M ALSTON, "The Sin Against the Future," *Christian Observer*, 5-21-'58.

## CIVILIZATION—7

The path of civilization is paved with tin cans.—*Jnl of American Medical Ass'n.*

## CONSUMER—Purchases—8

The consumer has been the hero of the current recession. In retail stores this yr he has spent only 2/10ths of a cent less than he did last yr. Despite the pessimistic climate in which he has done his shopping, the confident consumer has not indulged in a buyer's strike.—JAS M DAWSON, v-p and economist, Nat'l City Bank of Cleveland.

## CONTENTMENT—9

It's right to be contented with what you have but never with what you are.—*York Trade Compositor*, hm, York Composition Co.



## mining the magazines

.....

Strangely enough, the U S has no nat'l flower. A bill now pending in Congress nominates the rose for this honor, since it is our favorite and most widely cultivated flora. But the pending law specifies no color. So, to clarify the issue a bit *This Week* is conducting a poll of its readers to determine their preference. (Early tabulations give red a substantial lead.)

" "

At Bellevue Hospital, in N Y C, 738 persons work for nothing, serving specified hrs on a day or night shift. They are chiefly women, aged from 18 to 83. They include interpreters in almost every language, occupational therapy workers, nursing, clerical and ward assistants, librarians, and a beautician who teaches grooming in the psychiatric wards. These are the volunteers, typical of many thousands the country over. In *Vogue* (May) Phyllis Starr tells their remarkable story in "This Volunteer Business."

" "

*Arizona Progress*, in a recent and rather morose survey of housing trends laments that the Old Homestead has shrunk from a 3-story labyrinth of halls and compartments to a functional one-room igloo resembling a space ship that has been converted into a drive-in hamburger stand. There are no longer rooms, merely "living areas." The article continues: "The bath room is the only area with a

According to *Berliner Zeitung*, of East Berlin, Communist East Germany has just published a travel guide on West Germany. It cautions tourists against being impressed with high West German living standards: "Remember, it is no trick to bake a cake when you have eggs; the trick is to bake the cake without eggs." (*Parallel is a bit unfortunate. East Germany, the onetime agricultural area, traditionally had most of the eggs, not to mention cattle, swine and sheep.*)

" "

door that closes—but we have the uneasy feeling that this relic of Victorianism will not long survive. . . . The garden is full of furniture and the house is full of plants. This is somewhat confusing to the birds and bees, altho it simplifies matters for the flies and the ants."

" "

State Dep't has just rep'ted that Poland agrees to permit U S to sell a monthly magazine in that country. In ret'n they plan to distribute a similar magazine in U S. Distribution of the Polish-language magazine, *America*, will start in Dec with 30,000 copies. Agreement is patterned upon an arrangement effected some time ago between U S and the Soviet Union.

*Quote*

### COST-OF-LIVING—10

The gov't thinks it can stem recession by spending more than it takes in. Put a flag in the window, dear, we're doing our part. — *Changing Times*.

### DUTY—11

Of all the ways of filling one's life and creating the illusion of purpose and worth, none seems so effective as the voluntary subjection to a set of duties. The satisfaction derived from the daily performance of duties is so unalloyed that the inclination is strong to pile duty on duty and revel in the practice. — ERIC HOFFER, *The Passionate Pilgrim* (Harper).

### EDUCATION—12

Education is not something that is done for a student or to a student. It is no laying on of hands, not putting on of robes, no pouring in of information. Education is what the student does for himself in the way of developing his own powers. Teachers can help; so can a curriculum and an atmosphere of devotion to things of the mind. But ultimately the problem is utterly the student's. If he would be an educated man, then he must give his best effort to the arduous, the unpleasing, often discouraging task of disciplining his mind to the point where it is an effective mechanism—knowing full well that the trained mind is the most powerful instrument in the whole world. — CHAS W COLE, Pres, Amherst College, "Mass Production and Individual Initiative," *School & Society*, 4-12-'58.

*Quote*

### EDUCATION—13

The job of American education is to find able young people who do not go to college or do not finish college, and to get them into and thru college—to get a reasonable fraction of them to go into science careers. — ROBT J HAVIGHURST, prof of Education, Univ of Chicago, *American School Bd Jnl*.

## *Quote* scrap book

When St SWITHIN (who was then the Bishop of Winchester) came to die, he asked to be buried outside the cathedral where "the rain of heaven" might fall on his tomb. His request was granted. Later, in 971, his body was removed to be buried within the cathedral. There is a tradition that it rained on that day, and for 40 days thereafter. Thus the belief that rain on St Swithin's Day (July 15) portends a 40-day downfall. Sniffing at this superstition, an English almanac for 1697 gave this counsel: Better it is to rise betime, And to make hay while sun doth shine, Than to believe in tales and lies Which idle monks and friars devise.

”

### EDUCATION—14

It is nothing short of a miracle that modern methods of instruction have not entirely strangled the holy curiosity of inquiry.—ALBERT EINSTEIN, quoted in *Education Digest*.



### **EFFICIENCY—15**

Overheard: "Your salary raise will become effective just as soon as you do."—MIKE CONNOLLY, *Hollywood Reporter*.

### **EGOTISM—16**

There are 2 kinds of egoists: those that admit it, and the rest of us.—EBERHARD SEYBOLD, *Ihre Freundin*, Karlsruhe (QUOTE translation).

### **FAMILY LIFE—17**

Perhaps parents would enjoy their children more if they stopped to realize that the film of childhood can never be run thru for a 2nd showing.—*R & R Mag*, hm, Ins Research & Review Service.

" "

If the old-fashioned family doctor has disappeared, perhaps it's because he's out looking for the old-fashioned family. — BURTON HILLIS, *Better Homes & Gardens*.

### **FOREIGN AID—18**

American propaganda has more dash (than that of Britain). Indeed it has so much dash that we out East, uninitiated as we are supposed to be, are inclined to suspect American aid. We are left with the impression that more money is spent in publicising the aid to us than in aiding us.—FREDERICK SIMOES, *Illustrated Wkly of India*, Bombay.

### **FREEDOM—19**

Freedom is. . . not only man's most satisfying experience, but his most reliable working tool.—CLARENCE B RANDALL, Foreword to *Leadership in Administration* by PHILIP SELZNICK (Row, Peterson).

### **GOD—and Man—20**

Late for a train, a lady took her suitcase and ran to catch it. She stood in the aisle of the train, exhausted, but still holding firmly to her suitcase. Just then, a conductor came by and smilingly said: "Madam, you can put the suitcase down now. The train will take it for you." That is what God wants us to do with our troubles. Let Him take them for us. — Rev A PURNELL BAILEY, "Bread of Life," *Grit*.

### **GOVERNMENT—21**

Operators of small businesses hurt most by gov't competition will take courage in the Defense Dep't report that it has discontinued 62 more commercial operations. Seven add'l have been curtailed. The Dep't has closed or curtailed 570 of its 2,500 businesses and is considering closing an add'l 912.—*Employment Counselor*, hm, Nat'l Ass'n Personnel Consultants.

### **GOVERNMENT—Expenditures—22**

If a housewife spent \$3,000 more this yr than her husband earned; and if she'd already made commitments for next yr that indicated she'd be \$10,000 over his 1959 income; and if the couple was already more than \$275,000 in debt. . . . In most households there'd be a frantic husband pounding the kitchen table, yelling: "This has got to come to a screaming halt!"

If you substitute billions for thousands, this is roughly the situation in which the U S gov't finds itself today. — ROBT E HOYT, *Detroit Free Press Washington Bureau*.

*Quote*



**"A rich man's war,  
a poor man's fight!"**

*This rallying cry inspired the worst mob violence in American history. The "Draft Riots" began 95 yrs ago (July 13, 1863) in N Y and spread to Boston. They were occasioned by a cumbersome and inept Conscription Law enacted in the 3rd spring of the Civil War. An inequitable feature of the Act, causing high indignation, was the provision that a draftee might gain exemption by paying \$300, or providing a substitute.*

*Rioting raged for days, completely out of control since most N Y state troops were engaged at Gettysburg. It was quelled only when the Sec'y of War sent 11 Union regiments to the scene. More than 1,000 persons were killed.*

*In the book, July, 1863 (Mesner), IRVING WERSTEIN relates this dramatic prelude:*

*Standing at the table beside the draft wheel, Marshal Jenkins faced the hostile mob. . . He nodded to his chief clerk who then turned the wheel crank, and the drum began to spin. As it revolved, a terrible, hate-filled cry went up both inside and outside the bldg. Word went out to the jostling thousands in the street that the drawing had started. In the office a wild voice roared:*

*"Don't let the murdering sons of bitches get away with this!"*

*Quote*

#### **HUMAN NATURE—23**

To be human should be considered a privilege, not an excuse.—  
IMOGENE FEY.

#### **INDUSTRY—Production—24**

The essential difference between a starving coolie and a prosperous American worker, with his own home and car is *tools*. The coolie works much harder, physically, but tools make it possible for the American to produce and enjoy more than 50 times as much.

So the conflict which some people try to stir up between wages and profits is an utterly false one. Both depend upon productivity. Increased productivity alone prepares the path for higher wages and profits—and the key to higher productivity is teamwork between employes and mgt to make machines, procedures and techniques as efficient and economical as possible; being constantly on the alert for the "better way" that has made America the marvel of the world.—  
—GE Fort Wayne News.

#### **INFLATION—25**

I haven't heard of anybody who felt like 2 cents lately. Has it gone up to 4 cents?—P J HOFF, *Minneapolis Tribune*.

#### **INTEGRITY—26**

The extraordinary thing about my father (Mark Van Doren) is that his public face and his private face have been the same. He has been the same man to the world that he has been to his family. And that is harder than it sounds. It is the very definition of integrity.—  
CHAS VAN DOREN, son of the well-known author and educator, and himself a substantial prize-winner on the *Twenty-One* tv program. (The two were recently named Father & Son Team of the Yr.)

## ....pathways to the past.....



**July 13** — 95th anniv (1863) of "Draft Riots" which began in N Y and spread to Boston (see GEM box). . . 80th anniv (1878) conclusion of Russo-Turkish War.

**July 14**—*Ground Observer Corps Day*. . . 160 yrs ago (1798) Congress passed "Sedition Act" imposing stiff fine and imprisonment for publication of "false, scandalous and malicious" writings against gov't, Congress or the President. . . 105th anniv (1853) opening of America's 1st World's Fair in the Crystal Palace, N Y C (The Crystal Palace, a replica of London's structure bearing the same name, was destroyed by fire 5 yrs later). . . 50 yrs ago (1908) 1st motion picture directed by David Wark Griffith (*The Adventures of Dolly*) exhibited N Y C (7 yrs later Griffith achieved enduring fame with *The Birth of a Nation*). . . 25 yrs ago (1933) Adolf Hitler, as new German Chancellor, issued series of ominous decrees; declared Nat'l Socialism only legal party in Germany.

**July 15**—*St Swithin's Day*. . . 25 yrs ago (1933) Gen Italo Balbo landed armada of 24 Italian planes at Chicago's *Century of Progress* exposition; at that time most spectacular mass flight in history. Balbo was made Air Marshal upon ret'n to Italy.

**July 16**—235th anniv (1723) b of Sir Joshua Reynolds, English portrait painter; a founder and 1st pres of Royal Academy. . . 40th

anniv (1918) assassination of Russian royal family by Bolsheviks.

**July 17**—195th anniv (1763) b of John Jacob Astor, founder of historic American family. . . 25th anniv (1933) adoption of Cotton Textile Code, abolishing child labor in textile industry. . . 10 yrs ago (1948) Democrats in 13 Southern states met in Birmingham to form States' Rights (popularly "Dixiecrat") Party, nominating Gov J Strom Thurmond, of S C, for pres.

**July 18** — 110th anniv (1848) 1st woman's rights convention, held at Seneca Falls, N Y. (It was at this meeting that the "bloomer," a radical departure in dress for women, was introduced.). . . Do you remember Douglas ("Wrong Way") Corrigan? Ostensibly on a flight to Calif, from N Y, he landed 20 yrs ago (1938) at Baldonnel Airport, Dublin, Ireland.

**July 19**—215 yrs ago (1743) a half-page advertisement appeared in the *Weekly Jnl*, N Y C (the 1st newspaper in America established by a political faction). The ad, which featured "a curious musical machine" imported from England and on display for a fee, was at that time the largest ever to appear in any periodical, anywhere in the world.

*Quote*

### LEISURE—27

Leisure is the finished product of efficiency.—*Grit*.

### LIFE—Death—28

It takes but little investigation to find that . . . faith in the completeness of physical death is usually based upon an uncritical acceptance of a common sense realism, similar to that which accepts a brick as a hard, heavy, red object that can be held in the hands. Just as a careful examination shows the brick to consist of a group of molecules, atoms, and electrons—a complex system wholly different from the common sense picture—so the "obviousness" of death is found to disappear when more closely studied.—ARTHUR HOLLY COMPTON, *The Freedom of Man* (Yale Univ Press).

### LIFE—Living—29

Dr Harry Emerson Fosdick reminds us in one of his sermons: "The facts of existence are like so much loose type which can be set up into many meanings. One man leaves these facts in chaotic disarrangement, or sets them up into cynical affirmations, and he exists. But another man takes the same facts and by spiritual insight makes them mean glorious things, and he lives indeed."—ELWOOD C NANCE, "The Power of a Master Motive," *Christian Herald*, 6-'58.

" "

The beauty of life lies in struggle and change and taking tough decisions.—ROB'T FROST, quoted by LUCY SOMERVILLE HOWORTH, "The Status of Women," *Gen'l Fed Club-woman*, 2-'58.

*Quote*

### MARRIED LIFE—30

Millions of men welcome a depression that doesn't hurt too much because it gives them an opportunity to scare hell out of their wives.—*William Feather Magazine*.

" "

In the space age will husbands find themselves on the Dog Star instead of in the doghouse?—*Nuggets*, published by Barnes-Ross Co.

### MODERN AGE—31

Plain news, unless it deals with today's specific violence, catastrophe, or death, is seldom read these days. Most readers prefer prophecies of things to come, unconfirmed gossip, and crimes. — *William Feather Magazine*.

" "

Forty yrs ago it took only 100 horsepower to keep a combat plane in the air. Today it takes 250 horsepower to carry a 115-pound female to the corner grocery.—*Industrial Press Service*.

### OPTIMISM—32

An optimist is a person who sees a great light everywhere, while the pessimist sees only the red spot light. But a worse person is he who is color-blind. — Dr ALBERT SCHWEITZER, quoted in *Think*, International Business Machines Co.

### PROCRASTINATION—33

The promise of some people to be on time carries a lot of wait.—*Banking*.

### PROSPERITY—Adversity—34

Ever wonder why people make a bigger fuss over a small recession than over good times? Well, the Horn of Plenty can't be blown when it's full.—P J HOFF, *Minneapolis Tribune*.



# Tempo of the Times

Reports have just been made available on a meeting of the Chinese nat'l party congress held in Peiping in May. The purpose was to put before leaders more details of the projected "big leap forward," an integral part of the Chinese Communist Second Five-Year Plan. This ties in with the over-all campaign instituted by the Chinese Reds to "catch up with Britain" in industrial production within 15 yrs.

Portions of the rep't read like a Dale Carnegie text-book in their emphasis on human relations. Leaders are told repeatedly that they must win the confidence of the people by working with them, understanding their needs and talking with them in their own terms.

Since 500 million of China's 600 million people are agrarian, the program contemplates construction of many small, low-cost factories instead of a limited number of huge industrial plants. Thus farmers can be employed part time. Some of the factories in turn will produce heavy equipment for more effective agricultural production.

Figures quoted for achievements in agriculture are pretty fantastic. Example: Projects from Oct thru April have led to an increase of 60 million acres of irrigated land.

" "

For some time now we have been presented the vision of one day tuning in London, Tokyo, Rome on *live* tv. But not many persons realize that overseas tv is now a reality. It is not, to be sure, a particu-

larly *wide* sea, but the range is a good deal longer than has heretofore been practicable.

Good, clear tv reception between Miami and Havana is now a matter of daily routine, rightly viewed as one of the major communication achievements of recent mo's.

A revolutionary transmission system called "broadband" over-the-horizon microwave, developed by IT&T, has been an important contributing factor. It brings world-wide *live* tv a great deal closer to effective realization.

" "

Addressing a graduating class at St Lawrence Univ last wk, G Keith Funston, pres of N Y Stock Exchange, revealed plans for a comprehensive census of stockholders, "the people who own American business."

The census, to be conducted in '59, will cover stockholders of 5,000 corporations. Heretofore no one has gone beyond a mere tabulation. The new study will show age, occupation, income level and education of individuals who own stocks in our principal industries. "Never before," Funston concluded, "has so much data been assembled on so significant a group."

*Quote*

### RELIGION—35

We may find in the Bible the story of the origin of Christianity. But the Bible is not, as it has sometimes been falsely said to be, our religion. Religion is not a book. Religion is the intellectual acceptance of truth in regard to the relations of God and man. Religion is the emotional response of the soul to truth accepted. Religion is the voluntary fulfillment of the duties which that truth demands. Religion is faith and love and life. —WM NORTH RICE, *Science and Religion* (Abingdon).

### RETIREMENT—36

Two top execs of East Ohio Gas Co., Cleveland—Wm G Rogers, bd chmn, and Geo W Horsley, senior vice pres—are sharing a downtown office in Cleveland, with no phone and just enough space for both to squeeze in. "It's a place for us to get out of our wives' hair," Rogers explains. "I have had cards printed describing me as a 'retired non-consultant with no work, no worries, no ulcers, no phone, no prospects, no customers, no nothing.'"

### RUSSIA—America—37

From this time on the US will always be lagging behind the Soviet Union in science, not because (the Americans) are less talented than the Soviet people, but because the Soviet Union has the greatest choice of capable people since every young man has the chance to develop his talents. If unused, they wither away. —NIKITA KRUSHCHEV, quoted in *Bobs and Bubbles*, published by Office of Supt of Schools, Midland, Mich.

*Quote*

### SABBATH—Observance—38

A story is told in Benj Franklin's autobiography of a clergyman ordered to read the proclamation issued by Chas I, bidding the people to return to sports on Sunday. To the congregation's amazement and horror, he did read the royal edict in church, which many clergy had refused to do. But he followed it with the words, "Remember the Sabbath day to keep it holy," and added, "Brethren, I have laid before you the commandment of your king and the commandment of your God. I leave it to you to judge which of the two ought rather to be observed." —W J ISBELL, "Christians Are Citizens, Too," *Southern Baptist Brotherhood Jnl*, 7, 8 & 9-'58.

### SAFETY—Safe Driving—39

Passing on curves is best left to judges of beauty contests. —*Automotive Dealer News*.

### SALESMANSHIP—40

It is rumored that a large corp'n has an idea that will go far toward ending whatever business recession we may be going thru. It seems that the word "salesmanship" has lost the zip and stature it once had. This corp'n has employed a classicist to come up with a new word to replace it. Two leading candidates are said to be "eupriatics," which means good buying, and "eupoletics," which means good selling. Instead of a salesman dawdling around waiting for a customer, a eupoletic will soon go out after a eupriatic. And when enough eupoletics get together with enough eupriatics, business will hum. — *Nuggets*, published by Barnes-Ross Co.

#### SCIENCE—41

Science is still largely a man's world in America, because the women in this country are homemakers at heart. The situation is not apt to change for another 100 yrs at least. We won't have women scientists in great number until parents start giving their daughters slide-rules instead of aprons to play with.—HERBERT H ISAACS, Calif rocket engineer, speaking in Dallas.

#### SEXES—42

Women shouldn't be treated any better than men. After all, they live longer, so why should they be catered to? Laws should be made for mankind, and not for man or woman.—GRACE DOERING, pres, Nat'l Ass'n of Women Lawyers.

#### SPEECH—Speaking—43

Blessed are they who have nothing to say—and cannot be persuaded to say it. — *Jnl of American Medical Ass'n*.

#### THRIFT—44

Many young persons apparently regard saving as something only for squirrels and old folks. I submit that this is young fogey thinking at its worst. . . Without large am'ts of individual savings, rockets won't soar, and neither will your standard of living.—G KEITH FUNSTON, pres, N Y Stock Exchange, in an address at Westminster College.

#### TRAVEL—Foreign—45

Tourists who were avoiding Cuba in numbers because of political disturbances are finding it more difficult every day to pick spots where there are no political disturbances to be avoided.—*Advertising Age*.

#### WORK—46

The most unhappy spectacle in God's universe is the sullen worker, who works because he must work, with eyes hard set against the glory that flows from the heart of endeavor. If you say, "I work simply because my bread depends on my day's wages," you tarnish your equipment by base uses. You are to work because you are part of the machinery of the universe.—SHANKLIN, *Good Business*.

#### WORLD RELATIONS—47

Cultural interchange between nations is not merely the frosting on the cake; it is the batter itself. For while politics stresses the *differences* between groups, art emphasizes the *similarities*. The worlds of the mind and the spirit are the ingredients which give unity to mankind, over space, over time, and even over language. — SYDNEY J HARRIS, *Chicago News*.

#### YOUTH—Purchasing Power—48

Teen-age business is almost recession-proof. Momma may lay out her old yellow, dad may pull in his belt, but sister will always get a new dress for the dance. Americans are that way. Of course you must know what the teen-ager wants. If they are walking out empty-handed it's not because they don't know what they want—it's probably because *you* don't.—BERNICE FITZ - GIBBON, merchandising consultant, addressing store execs, at a trade showing in N Y sponsored by *Seventeen* mag.

*Quote*



# GOOD STORIES you can use...



.....

The doctor gave his 80-yr-old patient a very curious look. "I've been practicing for 2 decades and I'll be darned if I ever heard of such a complaint as yours. What on earth do you mean by saying your virility's too high?"

The old man sighed gently and explained, "It's all up in my head."  
—*Oral Hygiene.* a

## I Laughed At This One

LENELLE MARSH KANTHACK

The program chairman of a literary society was introducing the author-speaker. She gave her name, mentioned her published books, and before continuing referred to her notes. Then, with a puzzled expression she looked up and asked, "Are Simon and Schuster your sons' names?"

" "

A stranger in town stopped to look over a campus. Meeting a student, he asked, "What's the name of this school?"

"Sorry, sir," said the boy politely. "I'm just a football player here."  
—*Future.* b

" "

Two old cronies were tight of fist, and each was aware of the other's thriftiness. Thus as they fished together and one discovered he was out of tobacco he craftily mapped strategy to fill his pipe.

"Got a match, Ed?" he asked, and in frowning silence, his crony removed one match from the box and reluctantly handed it over.

The strategist then took out his pipe, reached for non-existent tobacco and exclaimed, "Of all things, I've left my tobacco at home."

Quickly, the other oldster thrust out his hand, and said, "Then you won't be needing the match." —*Capper's Wkly.* c

— " —

A London paper reported the following queries by an American visitor to one of the teachers at Eton, England's fanciest prep school: Q—Do you allow your boys to smoke? A—I'm afraid not. Q—Can they drink? A—Good gracious, no. Q—What about dates? A—Certainly, as long as they do not eat too many of them. — *United Mine Workers Jnl.* d

" "

My grandson was telling me about the Sunday school lesson. "A man went out on the Jericho Rd," he said, "and some thieves jumped on him and beat him up and left him all bleeding beside the rd. And some people went by on the other side and wouldn't help him. And then a good American came along and he gave him some money and bound up his wounds." — Wm C SMYSER, *College & Univ.* e

*Quote*



# .....Quote-able QUILPS.....

" "

The man in the big Cadillac had tried for 20 min's to outdistance the small for'gn car that had been travelling behind him.

As he hit 90, the small car drew alongside. "I say," yelled the driver, "do you know anything about this make car? I can't get her out of low gear."—*Automotive Service Digest.*

" "

An artist had set up his easel near a low-bridge crossing on the Blanco River near Wimberley, in the dude ranch country of central Texas. He was starting to work when a car stopped and a lady got out.

"What are you going to paint?" she asked brightly. He swept his hand across the view in front of his easel. "The river," he ans'd.

An hr later, the same car stopped again and the same lady got out to peer over his shoulder. She studied the picture taking form on the canvas. "You still painting that river?" she asked. He nodded. "You know," she said helpfully, "you can buy a good picture of that river on a postcard at the Wimberley store."—*Humble Way*, hm, Humble Oil & Refining Co. g

" "

A tomcat and a tabby were doing some passionate courting on a back fence at the witching hr of midnight. The tom leaned over and screamed with all the pent-up passion buried within him, "I'd die for you!"

The tabby gazed at him thru lowered eyelids and purred her reply, "How many times?" — *Illustrated Wkly of India, Bombay.* h

## Two Weeks With Play

*This is the time of yr people load their cars with children, relatives, the cat and dog, the radio and tv set — and take it all with them. This is called "getting away from it all."*—HENRY P CHAPMAN.

" "

*The biggest obstacles to planning this yr's vacation are the payments still due on last yr's.*—KEN KRAFT.

" "

*The fellow who tries to spend a quiet vacation at home usually finds himself doing it in company of all his neighbor's pets.* — VESTA M KELLY.

" "

*An old-timer is one who remembers when the mountain scenes in travel folders didn't have a girl in a bathing suit in the foreground.*—HAL CHADWICK.

" "

*One drawback to taking vacation movies is that you have to get back home to find out what you saw.*—PAT KRAFT.

" "

*A for'gn land is a place where peasants try to array themselves as Americans would dress, if Americans weren't so busy adapting the colorful costumes of the peasants.*—ISOBEL BROMLEY.

" "

*At the end of a 2-wk vacation I was always broke and tired. This yr I went to Las Vegas and accomplished the same thing in 2 days.*—AGNES GUILFOYLE.

*Quote*

## light armour

Richard Armour



### Something To Get Anxious About

A psychologist of the Rip Van Winkle Foundation says that a test of medical students showed their inability to sleep was a result of anxiety-causing experiences.—News item.

Medical students, doctors too,  
Have trouble sleeping, like me and you. . .

But it's good to know, in our troubled nation,  
That there is a Rip Van Winkle Foundation,  
Where scientists study to get an inkling  
Of means and methods of Rip Van Winkling.

There's always the danger, it's very true,  
That this may be something they'll overdo.  
We'd like nine hours, or eight or seven,  
Of snoozing and snoring. It *would* be heaven.

But we'd hate like heck to be late to work,  
And we fear our employer would go berserk,  
If the secret of Rip is discovered (faint cheers)  
And we sleep, as *he* did, for twenty years.

*Quote*

A group of ladies were discussing a new neighbor who had just left their luncheon group. "Well," said one, "she seems very sweet, but—yakity, yakity, yak — I thought she'd never stop."

"Do you suppose everything she said was true?" asked another.

"Well, I should say not," snorted a third. "There just *isn't* that much truth!"—E E KENYON, *American Wkly.* 1

" "

A cranky old man invested in one of the new hearing aids that are almost invisible. A few days later he ret'd to the point of purchase to express his delight.

"I'll bet your family like it too," said the salesman.

"Oh, they don't know I've got it," said the old fellow. "And am I having a ball! In the past two days I've changed my will twice!"—EMILY LOTNEY. J

" "

"What's the matter?" a man asked a glum friend at a bar.

"I'm trying to figure out a solution to the re-entry problem," said the other.

"Oh? I didn't know you were interested in rockets."

"I'm not. My wife threw me out of the house and I've got to find a way to get back in."—LUKE NEELY, *Wall St Jnl.* K

" "

The teacher was trying to make the pupils think, so asked some tricky questions. "Johnny," said the teacher, "give me an example of 'nothing.'"

Johnny did not hesitate. "Nothing," he said, "is a balloon with its skin off."—*Pacific Oil-Motive Mag.* 1



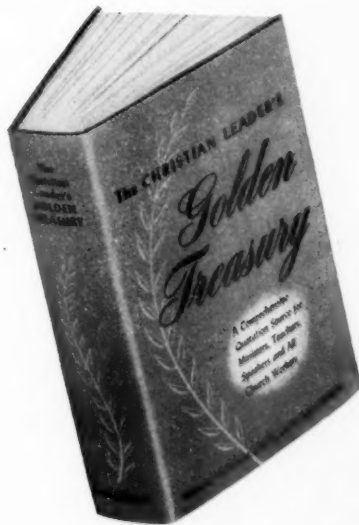
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Archbishop Wm O BRADY, St Paul, Minn, urging a ret'n to suitable Sunday dress: "It should be obvious to all except the spirtually blind that a piece of Kleenex balanced upon the topknot is not a hat. Bermuda shorts are not pants in Minnesota. Sandals showing painted toenails are not shoes. A suntan is not clothing." 1-Q-t

" "

DIMITRI MITROPOULOS, symphony orchestra conductor, looking on the brighter side of rock 'n' roll: "Look at St Francis of Assisi. He was something of a juvenile delinquent, but he changed in early manhood and became one of the greatest saints that ever lived." 2-Q-t

SECOND CLASS MATTER

████████████████████  
████████████████████  
Edited by Alice Jacobs

More than two million cars annually are stolen or looted by vandals. While this statistic is unnerving, it's reassuring to learn you can now buy an alarm. Alarm is easily tripped, sets horn to blasting if anyone starts fooling with the car. That should scare 'em off. Alarm has wires which run to the horn and to a small switch concealed on fender, grille, or bumper. Once the switch is set, the slightest tampering—lifting the hood, shaking or entering the car—starts the horn

blaring. Alarm, which costs \$9.95, is mkt'd by Gregory Sales Co, Cleveland, Ohio.

Panoramic vision isn't only for movies. Now you can have it as a safety aid while driving. Mount a new non-glare mirror (4¼ inches in diameter) on the left fender, and it tilts up, down and sideways from a knob on the dash. Two screws fasten it in place, and a flexible cable connects it to the control knob. Complete kit is \$10.95 from Alted, Box 118, Bangor, Mich.

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